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LEE & HAYES, PLLC 601 W. RIVERSIDE AVENUE SUITE 1400 SPOKANE, WA 99201			EXAMINER BLACKWELL, JAMES H	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

lhptoms@leehayes.com

DETAILED ACTION

This Office Action is in response to an amendment filed 12/16/2009.

Claims 1, 3-4 and 6-30 are pending.

Claims 2 and 5 have been cancelled.

Claims 1, 11, 22 and 25 are independent claims.

Note: This Examiner's Amendment/Reasons for Allowance replaces one filed 01/06/2010 and corrects an omission of claim 30 from the list of claims allowed.

Information Disclosure Statement

The information disclosure statement filed on 10/30/2009 does not fully comply with the requirements of 37 CFR 1.98(b) because: none of the Non-Patent Literature documents listed in the IDS are properly identified. As indicated in 37 CFR 1.98(b)(5), each publication listed in an information disclosure statement must be identified by publisher, author (if any), title, relevant pages of the publication, date, and place of publication.

Since the submission appears to be *bona fide*, applicant is given **ONE (1) MONTH** from the date of this notice to supply the above mentioned omissions or corrections in the information disclosure statement. NO EXTENSION OF THIS TIME LIMIT MAY BE GRANTED UNDER EITHER 37 CFR 1.136(a) OR (b). Failure to timely comply with this notice will result in the above mentioned information disclosure

statement being placed in the application file with the noncomplying information **not** being considered. See 37 CFR 1.97(i).

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a series of exchanges with Jesse Bennett on 12/30/2009.

Replace all claims with the following claim set:

1. (currently amended) A computer-implemented method comprising:

receiving a playlist at a media player stored in memory and coupled to a processor, referencing a first media segment and a second media segment, the second media segment comprising an interactive media segment and operable to play automatically without a prompt after being loaded into an interactive media presentation control, the media player being configured to only present one media segment through a user interface at a time;

presenting the first media segment via the user interface;

prerolling the second media segment, wherein prerolling the second media segment comprises:

loading at least a predetermined minimum portion of the second media segment into a buffer for the interactive media presentation control before the presenting of the first media segment is complete; and

immediately postponing presentation of the second media segment, the immediately postponing facilitates prevention of overlapping playback with the first media segment;

receiving an event from the interactive media presentation control indicating that the presenting of the first media segment is finished;

receiving a loading complete event from the interactive media presentation control indicating that the second media segment has been completely loaded; and

immediately presenting the second media segment via the user interface after receiving the event and the loading complete event, the immediately presenting facilitating a seamless transition from the first media segment to the second media segment.

2. (canceled)

3. (currently amended) The computer-implemented [[A]] method as recited in claim 1 wherein the postponing playback comprises[[:]] issuing a stop command to a control.

4. (currently amended) The computer-implemented [[A]] method as recited in claim 1 wherein the postponing playback comprises[[:]] stopping a timer associated with presenting the second media segment.

5. (canceled)

6. (currently amended) The computer-implemented [[A]] method as recited in claim 1 further comprising[[::]] in response to receiving the loading complete event, prerolling a third media segment.

7. (canceled)

8. (currently amended) The computer-implemented [[A]] method as recited in claim 1 wherein the second media segment is further operable to issue a custom event.

9. (currently amended) The computer-implemented [[A]] method as recited in claim 8 wherein the custom event references a third media segment to be played in response to the custom event.

10. (currently amended) The computer-implemented [[A]] method as recited in claim 1 further comprising receiving an end of playback event from the second media segment.

11. (currently amended) A computer-implemented method comprising:

 parsing a playlist of media segments at a host application stored in memory and coupled to a processor comprising a media player having at least one reference to an interactive media segment operable to play continuously and a media presentation

control operable to play the interactive media segment, the media player configured to only present one media segment at a time;

 prerolling the interactive media segment in the media presentation control;

 immediately stopping playback of the interactive media segment [[if]] when it is not a first media segment in the playlist, the immediately stopping playback for preventing overlapping playback with a preceding media segment;

 playing the interactive media segment in an interface of the media player after ~~receiving an event indicating that the presenting~~ playback of the preceding media segment is complete and the prerolling is complete; and

 receiving a media segment event from the media presentation control indicating that the playing of the interactive media segment has finished.

12. (currently amended) The computer-implemented [[A]] method as recited in claim 11 further comprising:

 stopping playback of the interactive media segment; and

 playing a subsequent media segment ~~referenced by a subsequent reference~~ in the playlist.

13. (currently amended) The computer-implemented [[A]] method as recited in claim 11 wherein the playlist comprises an Advanced Stream Redirector (ASX) file.

14. (currently amended) The computer-implemented [[A]] method as recited in claim 11 further comprising[[(:)] issuing to the host application a host-recognized event corresponding to the media segment event.

15. (currently amended) The computer-implemented [[A]] method as recited in claim 14 wherein the media segment event comprises an EndOfPlayback event and the host-recognized event comprises a WMPEndOfPlayback event.

16. (currently amended) The computer-implemented [[A]] method as recited in claim 11 wherein the media segment event comprises a custom event.

17. (currently amended) The computer-implemented [[A]] method as recited in claim 11 further comprising:

playing a first media segment prior to the interactive media segment; and
buffering the interactive media segment in memory prior to completion of the first media segment.

18. (currently amended) The computer-implemented [[A]] method as recited in claim 17 further comprising:

receiving a buffer progress indication from the control, the buffer progress indication indicating that a predetermined minimum portion of the interactive media segment has been buffered;
issuing an EndOfBuffering event to the host application.

19. (currently amended) The computer-implemented [[A]] method as recited in claim 18 wherein the predetermined minimum portion is 100% of the interactive media segment.

20. (currently amended) The computer-implemented [[A]] method as recited in claim 18 wherein the predetermined minimum portion is less than 100% of the interactive media segment.

21. (currently amended) The computer-implemented [[A]] method as recited in claim 18 further comprising:

receiving a buffer complete indicator from the control indicating that 100% of the interactive media segment has been buffered;

issuing an EndOfStreaming event to the host application.

22. (currently amended) One or more computer-readable storage media, storing processor-executable instructions that, when executed on a processor, perform acts comprising:

instantiating an events wrapper associated with a first interactive media segment created using vector-based graphics animation techniques and operable to play continuously;

initializing a control operable to playback both the first interactive media segment and a non-interactive media segment;

hosting the control in a portion of a user interface;

buffering the first interactive media segment ~~created using vector-based graphic animation techniques~~ prior to completion of playback of a previous media segment, the previous media segment comprising a second interactive media segment or the non-interactive media segment;

immediately postponing presentation of the first interactive media segment ~~created using vector-based graphic animation techniques~~, the immediately postponing ~~for preventing in order to prevent~~ overlapping playback with the previous media segment; and

receiving notification from the control when the previous media segment ~~created using vector-based graphic animation techniques~~ has completed playback.

23. (currently amended) The one or more computer-readable storage media as recited in claim 22 wherein the method further comprises:[;]

receiving an end of buffering event from the control when the first interactive media segment ~~created using vector-based graphic animation techniques~~ has finished buffering; and

playing the first interactive media segment ~~created using vector-based graphic animation techniques~~ after the previous media segment completes playback and the end of buffering event is received.

24. (currently amended) The one or more computer-readable storage media of claim 22 23 wherein the method further comprises:[;] playing a later media segment after

receiving the notification that the first interactive media segment created using vector-based graphic animation techniques has completed playback.

25. (currently amended) A system comprising:

memory and a processor;

a media control module, stored in the memory and executable on the processor, operable to[:]

parse a playlist of media segments at a host application stored in memory and coupled to a processor comprising a media player having at least one reference to an interactive media segment operable to play continuously and a media presentation control operable to play the interactive media segment, the media player configured to only present one media segment at a time;

preroll the interactive media segment in the media presentation control;

immediately stop playback of the interactive media segment when it is not a first media segment in the playlist, the immediately stopping playback for preventing overlapping playback with a preceding media segment;

begin playing a play the interactive media segment in an interface of the media player after playback of the preceding automatically after buffering the media segment is complete and the prerolling is complete; and

receive a media segment event from the media presentation control indicating that the playing of the interactive media segment has finished; and

~~a host application module, stored in the memory and executable on the processor, operable to receive a reference to the media segment, initialize the media control module with the media segment, and cause the media control module to immediately postpone playing of the media segment after the media segment is buffered, the causing of the media control module to immediately postpone playing for preventing overlapping playback with an already playing media segment~~

a playlist module, stored in the memory and executable on the processor, having one or more references to media segments to be played in an order presented.

26. (currently amended) A system as recited in claim 25 further comprising[[:]] an events wrapper module, stored in the memory and executable on the processor, operable to receive an end of buffering notification from the media control module and issue a corresponding end of buffering notification to the host application module.

27. (canceled)

28. (currently amended) A system as recited in claim 25 ~~27~~ wherein at least one of the referenced media segments comprises mixed media.

29. (currently amended) A system as recited in claim 25 ~~27~~ wherein the playlist module comprises an event name associated with an event media segment to be played when a referenced media segment issues an event having the event name.

30. (Original) A system as recited in claim 25 wherein the playing of the media segment is postponed at least in part by stopping a timer that sends timer ticks to the media control for advancing playing of the media segment.

Allowable Subject Matter

Claims 1, 3-4, 6, 8-26 and 28-30 are allowed.

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance: The prior art fails to anticipate, teach, disclose or otherwise render obvious the combinations of limitations recited in the independent claims.

Specifically, the prior art fails to teach at least a media player and a means to playback media content in a playlist which is mixed. That is, a playlist which comprises a combination of "regular" (e.g. having a definite start and end) and "interactive" (e.g. not having a definite end) media (e.g. audio, video). One example of such an "interactive" media would be a game, which only ends when interacted with by the user. Given three media segments, the first and third being "regular" audio files (e.g. he second mp3), and the second being an "interactive" file (e.g. a game), this invention can play the first media file, buffer but not play the second media file, play the second media file once the first media file has completed playing, buffer but not play the third media

file, end the second media file (e.g. by a user clicking an "End" button), then playing the third media file as normal.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James H. Blackwell whose telephone number is (571)272-4089. The examiner can normally be reached on 8-4:30 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on 571-272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/James H. Blackwell/
03/03/2010

/DOUG HUTTON/
Supervisory Patent Examiner, Art Unit 2176